

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 06/30/2015

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Ceisler Media & Issue Advocacy, LLC

6266

(c) Business Address(es) of Registrant

1525 Locust Street, Sixth Floor

Philadelphia, PA 19102

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Position

Date Connection Ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Residence Address

Citizenship

Position

Date Assumed

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name

Residence Address

Citizenship

Position

Date Assumed

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name

Position or Connection

Date Terminated

Dennis Feldman

Social Media Associate

2/28/2015

Katelyn Moga

Associate

6/26/2015

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name

Position or Connection

Foreign Principal

Date Terminated

Dennis Feldman

Social Media Associate

Consulate General of Israel to the
Mid-Atlantic Region

2/28/2015

Katelyn Moga

Associate

Same as above

6/26/2015

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Consulate General of Israel to the Mid-Atlantic Region
1880 JFK Blvd., Suite 1818
Philadelphia, PA 19103

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☒Exhibit B⁴ Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Consulate General of Israel to the Mid-Atlantic Region - please see attached Six Month Report

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
5/27/2015	Consulate General of Israel to the Mid-Atlantic Region	Retainer for 6 months for Strategic Communications Services	\$45,000.00

\$45,000.00

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
1/1/15-6/30/15	Payroll-Ceisler Media staff	To develop and execute a proactive strategy that enables the Israeli Consulate to define itself via the media and before the general public. We will help you maintain a positive image that authentically reflects Israel's aspirations and desire to serve the Mid-Atlantic community.	\$91,954.15
1/1/2015	Travel to Israel - 6/7/15-6/16/15	See attached itinerary	\$ 18,833.42
5/16/2015	Amtrak train ticket	Katelyn Moga to Philadelphia	\$ 24.30
1/20/2015	FARA Registration Unit	Registration to do business	\$ 305.00

 \$111,116.87

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Consulate General of Israel to the Mid-Atlantic Region
1880 JFK Blvd., Suite 1818
Philadelphia, PA 19103

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☐ Website URL(s): _____
☐ Social media websites URL(s): _____
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☒ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☒

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

July 29, 2015

/s/ Lawrence A. Ceisler

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

CEISLER Delegation, June 7-16, 2015

Sunday, June 7

3.15pm Arrival – US Airways 796
Check in at the hotel, Jerusalem
7.30pm **Welcome Dinner** hosted by MFA – "Touro" restaurant, Jerusalem with
Daniel Kutner, Deputy Head of North America Division
Overnight: Dan Panorama Hotel, Jerusalem

Monday, June 8

Meetings in the MFA: (Miron Hall)
9.00am Ceisler presents its work with the consulate
10.30am Shahar Shelef – Iran Sanctions
11.15am Hillel Newman – Campaigns against Iran
12.00noon Lunch with Ophir Kariv, Director, Department for Israel Consulates in the U.S.
1.00pm Working with liberal crowds – Noam Katz, media division
2.00pm Amir Ofek – Dealing with BDS movement
3.00pm North America Division – heads of department
4.00pm Legal perspectives of the negotiations with the Palestinians, Sarah Weiss Maudi
5.00pm Media in the MFA – Arthur Koll, Deputy Director General, Media Affairs
8.00pm **Lights in Jerusalem festival**
Overnight: Dan Panorama Hotel, Jerusalem

Tuesday, June 9

9.00am **Visit the Knesset** (Israeli Parliament) and meet Yotam Yakir, Knesset Spokesman and Head of Media Division
11.00am **Meet Mark Regev**, Chief spokesman for the Prime Minister
12.30pm **Lunch with Raphael (Rafi) Gamzou**, Deputy Director General, cultural and scientific affairs
2.00pm **Meeting with Dr. Eitan Yudilevich, Executive Director BIRD foundation** – supporting R&D cooperation between Israel & USA
3.00pm **Guided tour by Jerusalem municipality:**
Old city of Jerusalem
The Israel Museum
Tower of David
Machne Yehuda market at night

Wednesday, June 10

8.30am Visit Yad Vashem – holocaust memorial museum
11:00am Present Tense – the social accelerator
12.00noon Lunch
1.00pm Travel to the north of the country
3.00pm Start-Up company in Yoqne'am:
ReWalk – designing bionic walking assistance, Meet Jeff Dykan, Chairman
of the Board
Free evening – Haifa
Overnight: Dan Carmel Hotel Haifa

Thursday, June 11

10.00am visit Tulip winery, that involves quality wine producing and social
responsibility
12.00noon Lunch
1.30pm Visit the city of Hadera:
Visit CyberJym, cyber defense training center and Hadera desalination
plant
6.00pm Official opening cocktail – Tel Aviv gay pride parade
press conference to foreign media
Overnight: Dan Hotel Tel Aviv

Friday, June 12

Morning briefing - Tel Aviv Gay Pride Parade
Tel Aviv gay pride Parade
Free time

Overnight: Dan Hotel Tel Aviv

Saturday, June 13

Free time

8.00pm Visit Suzanne Dellal Dance Center, Meet its Director Yair Vardi and watch
an Israeli Dance Show

Overnight: Dan Hotel Tel Aviv

Sunday, June 14

11.00am Meet Scherf communications, a leading PR company
12.15pm Visit Jaffa and i24news (English news Channel)
1.45pm Lunch with leading foreign journalist, Barak Ravid
6.00pm Visit Na Lagaat center - a meeting place for deaf, blind and deaf-blind and
the wide public through cultural experience' and experience dinner at the
Black Out restaurant at the center

5.00pm Free evening
Overnight: Dan Hotel Tel Aviv

Monday, June 15

Morning **Tel Aviv Start Up City** tour and Meeting with Tel Aviv Global team
12.00noon Lunch
Free time

6.30pm Farewell Dinner, Maganda restaurant Tel Aviv, hosted by the MFA
11.30pm Departure – US Airways 797

Tuesday, June 16

5.20am Arrive at Philadelphia

May not be covered

Israeli Film Festival Opens with a Fresh Look at Assisted Suicide

The Israel Film Festival, held in locations across the Greater Philadelphia region each year, has a lengthy history of telling powerful stories through films produced by leading cinematic Israeli artists. This year is no exception, as the 2015 festival opens with *The Farewell Party*, a film that takes a fresh, witty look at a question that has long been on the American conscience: why can't we choose to die with dignity?

On Sunday, March 8th, I will speak at the screening of *The Farewell Party* at 3 PM at the International House. The film is a dark comedy that follows the story of an elderly man named Yehezkel and his friends who construct an euthanasia machine to help a dying friend. Once word gets around the retirement community that one can die quickly, painlessly, and on their own terms, they are flooded with requests. The film deals with the emotional and ethical dilemmas of assisted suicide with humor, delicacy, and compassion.

This remarkable Israeli film uniquely touches on the humanity of how to pursue dignity in death. There is nothing more painful than someone who has to watch a family member suffer as their lives are seized by pain and slowly coming to an end, be it from severe illness or internal organ failure. However, 46 states, including Pennsylvania, have laws which force our loved ones to die in ways most of us would not choose. Soon I will reintroduce Death with Dignity legislation in Pennsylvania designed to end this suffering. It will permit terminally ill Pennsylvanians to take lethal medication prescribed by physicians for precisely that reason.

That the Israel Film Festival selected this movie to open its 2015 festival marks the incredibly unique way Israeli film makers dedicate themselves to shaping the conversation of important topics of our time. As the film shows, the end of life is a time filled with sadness, but also sweetness, reconciliations and meaningful goodbyes. It is an intensely personal time that should be choreographed and lived by the person and the family affected.

I applaud the Israel Film Festival for introducing a new narrative for this debate that is more important than ever as the baby-boomer generation continues to age. I encourage all readers to join me at *The Farewell Party* and throughout the festival. Now in its 19th year, the Israeli Film Festival offers a slate of feature films, dramas, comedies and documentaries selected to provide a diverse reflection of Israel. It runs from March 7th-March 28th. For more information and tickets, visit <http://iffphila.com/>

- State Sen. Daylin Leach

50 years of Israel Germany relations: coping with the past, shaping the future

As we celebrate the 50th anniversary of formal Israeli-German diplomatic ties, it is remarkable to see the many ways that relations between both countries have evolved. Nearly two years ago a new Facebook group was "born" that currently hosts more than 3,700 active members. "Tandem Deutsch-Hebräisch" is a forum for Israelis and Germans to learn and practice each other's languages and if so inclined, get to know each other and socialize, virtually or over a cup of coffee. It is hard to believe that such a collaboration – and many others like it – would one day exist between two peoples whose past had taken such a dark and twisted turn.

Emerging from the depths of the Shoah, the Jewish people who reestablished their national home in Israel found themselves in an inhospitable environment. Although surrounded by foes on one side and faced with the difficulties of building a new state peopled by survivors and refugees, Israel rose to the challenge. And it did so, early on with the aid and the support of Germany, which recognized its historic responsibility towards Israel and the Jewish people.

Today, fifty years later, the Federal Republic of Germany and the State of Israel are celebrating the anniversary of establishing formal diplomatic relations. But these ties are not merely predicated on a linked and, sadly, tortured history. They reflect both nations' shared commitment, based on values of freedom, democracy and equal rights, to make the world a better place.

These are not merely platitudes. The "Israel -Germany Africa Initiative", for example, established in 2012, is a pooling of resources and expertise to extend a helping hand to countries in need. Last month, nineteen trainees from seven African countries came, under this initiative, to a program in Israel aimed at exposing them to the cutting-edge agricultural technologies to help eradicate poverty and hunger in their homelands.

Germany's Fraunhofer Institute for Secure Information Security, – Europe's biggest organization for applied scientific research – is establishing a cybersecurity innovation center in Israel, part of a newly founded research partnership between the two nations.

Israeli-German ties today span a wide spectrum of fields, from arts and cultural exchanges, parliamentary relations between the Israeli Knesset and Germany's Bundestag, medical and climate research, military ties between the Bundeswehr and the IDF, youth exchanges and much more.

That such cooperation between our two countries could follow the darkest period in our shared history is a reason for hope and optimism. We now have a generation of young people who are curious about one another and who enjoy this friendship as a matter of course.

As Israel's President Reuven Rivlin said to Germany's President Joachim Gauck last month: "What our two nations have achieved over the last fifty years, and what we continue to achieve in working together, in the fields of social issues, economy, and security, is truly incredible. This would be true even if we didn't have such a complicated and difficult past, but when you consider how far we have come, it is truly amazing. The friendship between us is built on shared values and an understanding that the lessons of the past must drive us toward a better future"

These sentiments are echoed in recent comments from the German Chancellor, Angela Merkel: "The 50th anniversary of the start of diplomatic relations between Israel and Germany is cause for gratitude and joy. We can look back on what we have achieved and, without exaggerating, call it a miracle. Our two countries are connected by extraordinarily close and broad-based political, economic, cultural and social links, to the benefit of their people. Shared values are the foundations on which we stand."

Here in Philadelphia, on June 24, the Consulate General of Israel and the Honorary Consulate of Germany in partnership with the American Jewish Committee and Action Reconciliation Service for Peace will be hosting their own celebration of this momentous occasion.

Three generations later the children of Israel and the children of Germany have reached out across the abyss of the past and together have built a bridge of friendship. The reconciliation of Israel and Germany can – and should – serve as an example to other peoples who have suffered violence and conflict that the past cannot be forgotten but the future should not be held hostage to it.

Kicking the nuclear can down the road

The world became a more dangerous place this past Tuesday, when the world powers came to an agreement with Iran. This action paves the way for the world's most dangerous regime to acquire the world most dangerous weapon.

Over the years, Iran has rightly earned its reputation as the world's most brutal and aggressive regime. If a reminder is needed, it can be found in the recently published US State Department's overview on global terrorism, in which Iran features prominently as directly engaged in or actively supporting terrorism in over 30 countries.

We are all too aware of the threat of ISIS, and appalled by the hideous atrocities it carries out with kitchen knives and conventional weapons. Imagine now, an ISIS with nuclear weapons in its possession. This is the daunting scenario we are heading towards with Iran. It is scripted all too clearly in the agreement signed this week.

The only way to prevent Iran or ISIS, from continuing on their path of aggression and destruction, is to remove either the will or the way of fueling that destructive behavior. This agreement does the exact opposite - It empowers Iran's hostile will and paves the way for it to become a nuclear state in a mere 10-15 years, or sooner should it choose to violate the conditions of the agreement. Instead of ensuring that Iran will never be able to develop a nuclear weapon, what this agreement does is merely kick the can down the road for a few short years, legitimizing Iran as a military nuclear power at the end of that period.

This agreement demands next to nothing in substance from Iran with respect to its current nuclear program and infrastructure. It demands absolutely nothing of Iran with respect to its missile program and yet as part of the terms of the agreement Iran will quickly gain access to frozen funds of up to \$150 billion. That's a figure 25 times the annual budget of the Iranian Revolutionary Guard. While Iran was previously under international sanctions it had had to stealthily decide which terrorist group to fund and support. Now, with the removal of economic sanctions, Iran will be free to expand its terrorist activity worldwide.

A nuclear threshold Iran, with billions of dollars in new funding for terror, is a state of affairs that makes the world a more dangerous place.

At the end of the day, no deal is better than a bad deal.

Why Nepal Matters

Yaron Sideman, Consul General of Israel to the Mid-Atlantic Region

In April, we celebrated Israel's Independence Day. It was both a joyful celebration of our nation's independence and of the many achievements it's amassed in 67 years of existence, as well as a reminder that they were hard earned and must not be taken for granted.

Throughout its history, Israel has worked hard to earn its place as a respected, valuable and contributing member of the international community. Much of this has been accomplished by Israel demonstrating its commitment to making the world a better place and sharing its expertise and humanitarianism with other countries in need.

Israel has demonstrated this commitment countless times in the past by extending a helping hand in the wake of humanitarian disasters to countries such as the Philippines, Japan and Haiti.

Today, Israel is focused on providing extensive relief effort to Nepal, following the devastating earthquake that hit that country on April 25th, leaving a subsequent humanitarian cataclysm in its wake.

Upon receiving the first reports of the earthquake, Israel immediately initiated the supply of emergency humanitarian aid, flights to bring rescue and medical teams to the area, and the establishment of a field hospital. In subsequent days, hundreds of Israeli medical professionals and aid workers descended on Nepal, delivering over 95 tons of humanitarian and medical supplies. Israel's Foreign Minister has made clear that in addition to providing emergency assistance, Israel is committed to actively contributing to Nepal's long term reconstruction and rehabilitation.

Israel's commitment to the Nepalese people is driven by our adherence to the value of "Tikkun Olam" - mending the world, a key component of the moral compass that guides and directs us as a people and as a nation, and which underscores the shared values between Israel and the US

Israel has become accustomed to being amongst the first countries to respond to international crisis, with a significant deployment of resources and personnel. The case of Nepal is no exception. Today, Israel is proud to be standing shoulder to shoulder with the people of Nepal during their time of need.

Mayor Nutter Successfully Officiates Wedding of Deputy Consul General of Israel to the Mid-Atlantic Region at City Hall
Guests included prominent Political, LGBT and Jewish community leaders

(3 photos attached- credit Brad Gellman www.BGMemories.com)

Media Contact: Laura Frank
215-735-6760
laura@ceislermedia.com

January 15, 2015- Elad Strohmayer, Deputy Consul General of Israel to the Mid-Atlantic Region, and Oren Ben-Yosef were married by Mayor Michael Nutter in the Mayor's Reception room at City Hall on January, 15th. Both men are Israeli citizens, living in Philadelphia for the duration of Strohmayer's appointment at the Consulate. The ceremony was attended by friends of the couple along with local political, LGBT and community leaders, as a symbol of the cooperative relationship between Israel and the City of Philadelphia.

Mayor Nutter conducted the one-hour civil service alongside Rabbi Michael Beals of Congregation Beth Shalom in Wilmington, DE. State Rep. Brian Sims, Nancy Gilboy, President of Citizen's Diplomacy International and Consul General Yaron Sideman were among those who offered remarks at the conclusion of the ceremony.

"Today would not have happened if the laws in Pennsylvania had not changed just last year," said Mayor Nutter. "Today we are more in line with William Penn's thinking 330 years ago. Pennsylvania was established as the only place in the world where people could worship any religion freely. The fundamental principles of human rights, tolerance and understanding were definitely on his mind. Clearly, Philadelphia and Tel Aviv share these principles. For that reason, I am so very honored to co-officiate this ceremony and bring our two sister cities, Philadelphia and Tel-Aviv, together. Even though it's taken about a hundred years, I am happy our society values inclusiveness and true love so these two men, and any two people, can truly love each other freely."

The wedding ceremony was a uniquely intertwined Jewish-civil service that nodded to the rich history of Judaism alongside more modern customs of a LGBT wedding. The grooms recited vows to each other that included references to their Israeli upbringings as well as their love for America, with particular focus on their love for Disney World.

"Conducting this ceremony means the world to me," said Rabbi Beals. "Not only because Elad, and his bat shert Oren, are such lovely people. But also because of what it symbolizes for the state of Israel: the fact that Israel is a safe place for gay people is an important message at this time of such international intolerance. The fact we can do so many great things in one ceremony is great! I feel terribly honored to have conducted this service today."

Elad Strohmayer has a BA degree in Political Science and International Relations from the Hebrew University of Jerusalem. He joined the Israeli Foreign Service in 2010 and served as Deputy Ambassador of Israel in Luanda, Angola. He was appointed Deputy Consul General of Israel to the Mid-Atlantic Region in August, 2012. Oren Ben-Yosef has a BA degree in

Israel responds to Hizbullah's Unprovoked Attack from Lebanon on Northern Israel

Two Israeli soldiers are killed, seven wounded in the events on January 28th.

January 29, 2015:

Lebanese Islamist terrorist organization Hizbullah launched a cross-border attack on northern Israel from Lebanon on January 28. In the barrage of anti-tank missiles, an IDF vehicle travelling on the Israeli side of the border was hit, killing two Israeli soldiers and injuring at least seven others. The Israeli victims, Sgt. Dor Chaim Nini and Capt. Yochai Kalangel were 20 and 25-years-old respectively. Amidst the barrage of missiles, mortars fired across the border hit a military position on Mt. Hermon and set fire to a home in Ghajar, a village which straddles the border.

The gratuitous attack on Israeli soil is a direct continuation of the January 27 aggression from across the Syrian border, as well as Hizbullah's attempts to develop and operate terrorist infrastructures in southern Lebanon. In response to the rocket and missile fire from Syria and Lebanon, Israel has struck terrorist targets in both nations as a defense maneuver to prevent further attacks.

Iran, which Israel holds responsible for this attack, has established terrorist infrastructures in Syria, Lebanon, Iraq and Yemen and is currently working to launch a new front on the Golan Heights. Iran has already created a network of militant factions including Hizbullah in southern Lebanon and Hamas and Islamic Jihad in the Gaza Strip. As many of the world's powers continue to negotiate an agreement that would leave Iran capable of arming itself with nuclear weapons, Israel will continue to remind them about the dangers of these terrorist sects.

Israel stands firm in its commitment to prevent Iran and Hizbullah from creating terrorist infrastructures (directly or through proxies) on its borders between Lebanon and Syria. These recent actions by Hizbullah endanger the fragile stability in the region and are a deterrent from future peace accords. Israel is committed to working with all the players in the region to prevent an escalation of violence, but must continue to protect its citizens and security forces.

Israel appreciates the efforts made by the commander of U.N. Interim Force in Lebanon (UNIFIL) to fulfill its directives, and mourns the loss of the Spanish service member, Cpl. Francisco Javier Soria Toledo of UNIFIL, who was killed in the course of Hizbullah's aggression. In response to these attacks, Israel is asking UNIFIL to increase activity in the area and to enforce its mandate in the field.

Consul General Yaron Sideman and his deputy Elad Strohmayer are available for comment on this story.



Consulate General of Israel
MID-ATLANTIC REGION

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Regional Collegiate Leaders Host Advocacy Workshop with Israeli Consulate

Government officials, Jewish leaders and Israeli entertainers will take part in the Young Ambassador Workshop at OSU

What: For two days, influential student leaders from campuses across the Ohio region will gather at The Ohio State University for high-level diplomatic briefings with the Deputy Consul General to the Mid-Atlantic Region, Mr. Elad Strohmayr and other Israel advocates. David Goodman, Director of the Ohio Development Service Agency, will discuss the role of local government in US-Israeli relations. Goodman worked to secure an industrial research and development agreement between Ohio and Israel.

The Israeli Consulate of the Mid-Atlantic has sought out top collegiate leaders in the region to equip them with the information, strategy and resources to effectively advocate for Israel. Through the workshop, these student ambassadors will discuss topics such as best practices in communicating Israel's perspectives, how to develop programming on their campuses around the current situation in Israel, and how to answer difficult questions on Israel's military operation in Gaza, among other topics.

The evening of Feb. 6th will feature an anticipated master class with internationally popular Israeli hip hop/funk band Hadag Nahash.

Who: Key pro-Israel student leaders from across the Ohio region; Elad Strohmayr, Deputy Consul General of Israel to the Mid-Atlantic Region; David Goodman, Director of the Ohio Development Service Agency; Gordon Hecker, President & CEO of the Jewish Federation of Columbus, and other Israeli advocates across the Ohio region.

When: Friday, Feb. 6 and Saturday, Feb. 7

Where: Hillel Center, Ohio State University
46 East 16th Avenue
Columbus, OH 43201

Elad Strohmayr, Deputy Consul General of Israel to the Mid-Atlantic Region will be available for interviews for the duration of the workshop, as well as some students and other speakers. The full schedule is below.

If you would like to attend, please RSVP to Kerrin Garripoli at 215-735-6760 or kerrin@ceislermedia.com.



Consulate General of Israel
MID-ATLANTIC REGION

2:15 – 3:00 p.m.

Israel at the Campuses

TBA

3:00 – 3:45 p.m.

Cultural Programs for Students

Jerusalem University

3:45 – 4:30 p.m.

Broadening the Conversation
about Israel and conclusion

Elad Strohmayr, Deputy Consul General
Consulate of Israel to the Mid-Atlantic Region



Consulate General of Israel
MID-ATLANTIC REGION

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**Directors of Israeli Defense Corporation to Meet with Lt. Governor,
National Guard, State Police**

Meeting will be held to facilitate international cooperation opportunities with the Israeli defense industry

What: SIBAT, the international defense cooperation department of the Israel Ministry of Defense (IMOD), is uniquely positioned as an essential division within the IMOD, while having a close, ongoing relationship with Israel's defense industry. SIBAT facilitates international cooperation through its various services, including generating Government-to-Government agreements, establishing joint ventures and locating relevant technological solutions for specific requirements.

The objective of this visit is to establish a relationship and a dialogue with the heads of Pennsylvania's military/security forces and to identify opportunities for potential business-to-business areas of mutual interest and industrial collaboration between Israel and Pennsylvania.

Who:

Mr. Eytan Levy, Director for North America and UN, SIBAT IMoD
Mr. Ori Bar Chaim, Director Europe & North America department
Mike Stack, Lieutenant Governor of Pennsylvania
Richard D. Flinn, Jr. Director, Pennsylvania Emergency Management Agency
Lt. Col. George Bivens (2nd in Command) Pennsylvania State Police,
Col. Marc Ferraro Acting Deputy Adjutant General, Pennsylvania Army National Guard,

When: Friday, Feb. 26
11 AM-12:30 PM

Where: Office of the Lieutenant Governor
200 Main Capitol Building



Consulate General of Israel
MID-ATLANTIC REGION

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**Details: Directors of Israeli Defense Corporation to Meet WV Officials,
National Guard and Business Community**

Members of the delegation are available for interview.

Charleston (Feb.23, 2015)—On Wednesday, February 25, Directors of the Israeli Defense Corporation will meet with national, state and local officials, including federal and state representatives, the West Virginia National Guard, Homeland Security and more.

SIBAT, the international defense cooperation directorate of the Israel Ministry of Defense (IMOD), is uniquely positioned as an essential division within the IMOD, while having a close, ongoing relationship with Israel's defense industry. The goal of this visit is to establish a relationship on a state level for mutual business benefit. SIBAT is particularly interested in West Virginia's energy infrastructure and emergency preparedness. SIBAT will follow up with the Israel delegation to begin pursuing cooperative agreements with West Virginia.

"I look forward to seeing what the outcomes of these meetings will bring for both Israel and West Virginia. It has been proven that a robust business portfolio with Israel can strengthen local economies by providing jobs and increasing revenue. It is truly a win-win for both Israel and West Virginia to explore advancement opportunities in these sectors," said Yaron Sideman, Consul General of Israel to the Mid-Atlantic Region.

"We are happy to be in West Virginia this week to establish a relationship and a dialogue with the heads of the National Guard," said Ori Bar Chaim, Director of the Europe & North America department. "SIBAT is responsible for identifying opportunities for potential business-to-business areas of mutual interest and industrial collaboration. There are many opportunities for partnership between Israel and West Virginia – particularly in emergency and disaster response - and we look forward to seeing them come to fruition."

In January 2014, a chemical spill of historic proportions contaminated drinking water systems serving 300,000 residents in southwest West Virginia. In March, an Israeli delegation including government and business leaders toured the region, surveying West Virginia's response and offering insight on techniques for future disaster relief and water supply during crisis.

As part of the Israeli delegation, Mr. Chaim will be joined by Mr. Eytan Levy, Director for North America and UN, SIBAT IMoD. While this is an initial meeting, SIBAT will be following up with the Israel delegation to begin pursuing cooperative agreements with Pennsylvania.



Consulate General of Israel
MID-ATLANTIC REGION

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Consulate of Israel to the Mid-Atlantic Region Hosts Local High School Students, Elected Officials to See Democracy in Action

Israelis from the Mid-Atlantic Region will be visiting the Consulate to vote in upcoming Parliamentary elections

Philadelphia- On Thursday March 5th, the Consulate of Israel to the Mid-Atlantic Region will set up an official ballot box for Israelis who are in the region on government business to cast their votes for upcoming Knesset elections, to be held in Israel on March 17th. The Consulate will use this opportunity to educate local students about the election process both in Israel and the US. Local elected officials have also been invited to discuss the importance of civic engagement.

Students from Girard College, Constitution High School and Barrack Hebrew Academy will visit the Consulate for presentations and to view the process of voting firsthand. Elected officials including State Senator Vincent Hughes, Philadelphia City Commissioner Al Schmidt and others will also be in attendance. City Council President Darrell Clarke has been invited to speak and will be in attendance if Council sessions allow. **All visiting speakers will be available for interviews.**

The ballot box in Philadelphia will be the only location available for Israelis to vote in the Mid-Atlantic region (PA, DE, OH, KY, WV and southern NJ). The election itself will be closely followed here in Philadelphia and abroad. The sight of Israelis exercising their right to vote in free and fair elections has added symbolic importance to all who live in that volatile region.

While the voting is taking place, the Consulate will open its door to local students and other guests to observe the process firsthand. Consul General Yaron Sideman and Deputy General Elad Strohmayer will be host to the visitors and will help lead discussions about the Israeli political and voting systems which both resemble and differ from the American electoral college.

At 11 AM, students from Barrack Hebrew Academy will meet with Philadelphia City Commissioner Al Schmidt to get their firsthand look at the election process followed by students from Constitutions High School in Philadelphia from 1 PM-2:30 PM and then students from Girard College (3-4:30 PM). State Senator Vincent Hughes will lead discussions in the afternoon, along with Consulate staff and other local officials.

The Consulate of Israel is located at 1880 John F. Kennedy Boulevard. Any attending media/reporters must submit their names to the press contact prior to the day of the event for security purposes.



Consulate General of Israel
MID-ATLANTIC REGION

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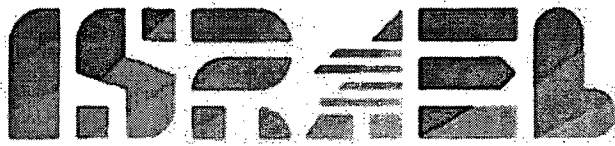
Consulate of Israel to the Mid-Atlantic Region Opens its Doors Despite Snow Storm to Allow Access to Ballot Box

Israelis from the Mid-Atlantic Region visited the Consulate today to vote in upcoming Parliamentary elections

Philadelphia- On Thursday March 5th, the Consulate of Israel to the Mid-Atlantic Region set up an official ballot box for Israelis who are in the region on government business to cast their votes for upcoming Knesset elections, to be held in Israel on March 17th. **Consul General Yaron Sideman** and **Deputy Consul General Elad Strohmayer**, along with other local Israelis, cast their votes and took the time to speak with media to answer questions related to the election, Prime Minister Netanyahu's speech for Congress and other relevant topics.

The Israeli Consulate in Philadelphia was a busy polling place today as over 50 Israeli's braved the snow and cold to make sure their votes were counted. The ballot box in Philadelphia was the only location available for Israelis to vote in the Mid-Atlantic region (PA, DE, OH, KY, WV and southern NJ). The election itself will be closely followed here in Philadelphia and abroad. The sight of Israelis exercising their right to vote in free and fair elections has added symbolic importance to all who live in that volatile region.

"While the snow prevented this day from going as planned, I was proud to open our doors to local Israelis to vote in this momentous election," said Consul General Yaron Sideman. "Watching Israelis cast their votes in Philadelphia, a city that shares Israel's values of free speech and democracy, is particularly poignant. I am proud to cast my vote today to secure the future peace and security of Israel and look forward to viewing the results on March 17th."



Consulate General of Israel
MID-ATLANTIC REGION

Barrack Hebrew Academy Hosts Local Officials to Oversee Simulated Mock Elections of Upcoming Israel Knesset Elections

Deputy Consul General of Israel to the Mid-Atlantic Region Elad Strohmayer moderated the student panel representing Israel's political parties

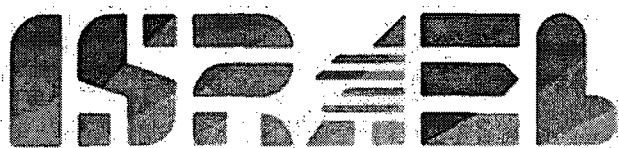
Bryn Mawr, PA - On Friday March 13th, Barrack Hebrew Academy student leaders played the role of Israeli political party leaders and spoke to the issues facing the State of Israel in its upcoming Knesset Elections. The mock elections come just days before Israelis go to the polls on March 17th to vote in their parliamentary-system elections.

Deputy Consul General to the Mid-Atlantic Region, Elad Strohmayer, served as the debate moderator and offered an introductory overview of the elections in Israel and the electoral process. Strohmayer lobbied questions about Israeli's economy, security and international relationships at the student panelists representing different Israeli political parties and encouraged a healthy debate between participants.

"Today, the students of Barrack Hebrew Academy celebrated Israel democracy and diversity," said Strohmayer. "Their interest in Israeli elections and its political system demonstrates the strong relationship between the US and Israel based on these values. It is our role at the Consul General of Israel to the Mid-Atlantic Region to continue to foster these relationships through events, like this one at Barrack Hebrew Academy, that highlight these relations."

Chairman of the Montgomery County Commissioners Josh Shapiro provided concluding remarks after the debate, thanking students for their engagement and highlighting the importance of the Israel elections. He encouraged all students to engage in the political process both at home and in Israel.

The debate was organized and run by members of the Israel Club at Barrack. One of the student presidents, **Lindsay Chevlin**, 17, said she hoped that students following the debate today will be more interested and educated about the challenges facing modern-day Israel. "I think it's really important at a pluralistic Jewish school that we be very pro-Israel," said Chevlin. "In order to be true Zionists we need to be educated about Israel and how Israel plans to approach the issues they face so that it remains a safe, Jewish democratic state."



Consulate General of Israel
MID-ATLANTIC REGION

Girard College Hosts Deputy Consul General of Israel to the Mid-Atlantic Region Following Election Day in Israel

Students at Girard have the opportunity to discuss international diplomacy, civic engagement and the Israeli government system

Philadelphia, PA – On Wednesday March 18th from 2:30-3:30, approximately 80 7-11 grade students at Girard College had the opportunity to meet with **Elad Strohmayr, Deputy Consul General of Israel to the Mid-Atlantic Region**. Strohmayr's come the day after the highly anticipated Knesset Elections took place in Israel, where Prime Minister Benjamin Netanyahu's Likud party came out in front. The visit was a result of joint collaborations with the Consulate, President Armbrister and teacher Priscilla Kelly at Girard College and Todd Bernstein of Global Citizen.

With the election taking place the day before, Girard students had the opportunity to hear post-event coverage from Strohmayr, who cast his ballot in the election earlier this month. The discussion covered topics such as international diplomacy, Israeli political parties and Israel's parliamentary system of government. Attending students were surprised to hear about the open and easy election system in Israel, as well as the simplicity of the parliamentary voting process. Dozens of students asked questions relating to Israel's voting system, the Middle East peace process and the political history of the region.

Strohmayr also encouraged participating students to engage in the political process here in Philadelphia, noting that the students had the power to reflect real change once they turned 18.

"I was incredibly impressed with the students at Girard College today," said Strohmayr. "Being able to engage in an open dialogue with young people about the differences and similarities between the US and Israel's voting system is what keeps the connection between our two countries strong. I enjoyed being able to connect directly with this impressive group of students and educators and look forward to working with more school groups in the future."

Girard College, located at **2101 S College Ave**, is a boarding school for academically capable students, grades 1 through 12, from families with limited financial resources, each headed by a single parent or guardian. Girard College opened its doors in 1848 and has educated children tuition free for 167 years.



Consulate General of Israel
MID-ATLANTIC REGION

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Israeli-Arab Students to Visit Philadelphia as Part of Educational Exchange Program with Cheltenham High School

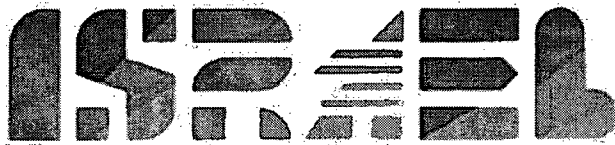
Focus of the weeklong visit is to build new relationships and increase both US and Israeli students' worldview

Philadelphia, PA – On **Saturday, April 11th**, 15 students from Eroni Yud-Bet High School (Municipal HS # 12) in Tel-Aviv/Yaffo, Israel will begin a 10-day visit filled with sight seeing, team building and educational programs as part of an exchange plan with the Israel Club at Cheltenham High School. The students, who are all Israeli-Arab citizens, have chosen to visit the states to tour some of the region's historical sites as well as pursue their interests in life sciences and technologies.

The visit was arranged by Cheltenham math teacher, Daniel Blitstein, who connected with the Israeli school through his mother-in-law, retired educator, Yona Dansky. The school in Israel is the first governmental Arab school in the city and is made up primarily of Muslim students with a small Christian contingency. Students mainly choose to attend due to the school's focus on trades with a curriculum focused on careers in environmental sciences, medicine, communications and tourism. There is also a school-wide emphasis on preparing students to become civically engaged in Israeli society.

The goal for the Cheltenham High School students is to break down stereotypes and deepen their perspective of Israel through direct human interaction. "I believe that the Cheltenham students may in fact get more out of this visit than the Israeli students," said Blitstein. "These students, whose primary view of Israel comes from their Jewish heritage and mass media, will be able to expand this view by building relationships and forming friendships with kids who represent a different side of Israel. For both these groups, being exposed to a world they think they know from TV news will be incredibly beneficial and will hopefully encourage dialogue for years to come."

On Monday, April 13th, both student groups will have the opportunity to visit the Consulate of Israel to the Mid-Atlantic Region and discuss US-Israeli relations with Consul General Yaron Sideman and Deputy Consul General Elad Strohmayer. "We are looking forward to discussing



Consulate General of Israel
MID-ATLANTIC REGION

Israeli and Macedonian Diplomats Travel to OSU for Student-Organized Event Celebrating 20 years of Bilateral Ties

*Deputy Consul General of Israel to the Mid-Atlantic Region Elad Strohmayer and Macedonian
Consul General in Detroit Elena Zarkovska will speak at the event*

Columbus, OH – On Wednesday, April 15th OSU student organizations **Buckeyes for Israel** and the **Macedonian-American Student Organization (MASO)** will host a celebration of Israel and Macedonia's 20th anniversary of close, bilateral ties. Commemorating a similar event held in Tel-Aviv, in which the Macedonian Philharmonic was invited to perform, the two groups will celebrate not only the long-standing history between Macedonians and Jews, but also the strong support Macedonia and Israel lend each other.

Hosted by the Mershon Center for International Security Studies, the event will bring representatives from the respective local consulates from both countries. Representing Israel will be the Deputy Consulate General of Israel to the Mid-Atlantic Region Elad Strohmayer. Joining Mr. Strohmayer, will be Consulate General of Macedonia to Detroit Elena Zarkovska. Both speakers will address issues facing both Israel and Macedonia and how continuing to strengthen their current relationship, as in times past, will benefit both countries.

"I applaud both the Israeli and Macedonian student groups for recognizing the importance of our country's bilateral ties," said Strohmayer. "I am honored to represent Israel at this event and look forward to speaking with students about the importance of international diplomacy and how we can further strengthen the bonds between our two countries."

The celebration will take place at 7 PM on Wednesday, April 15 in Room 120 at the Mershon Center for International Security Studies. The center is located at 1501 Neil Avenue.



Consulate General of Israel
MID-ATLANTIC REGION

Ethiopian-Israeli Soul Singer Ester Rada Brings Her Unique Blend of Jazz, Funk and R&B Music to Philadelphia

Performance presented in partnership with the Consulate of Israel to the Mid-Atlantic Region

Philadelphia, PA – On Tuesday, April 28th at 8 PM at World Café Live, Ester Rada will perform works from her newly released self-titled first album, following on the worldwide success of her solo EP "Life Happens." Rada, who was born in Israel shortly after her parents emigrated from Ethiopia, has a unique, genre-mixing sound that critics describe as "gracefully combining Ethio-Jazz, Urban-funk, Neo-Soul and R&B, with mixed undertones of black grooves."

Rada's distinctive blend of musical genres is due in part to her idiosyncratic background and upbringing. Her parents, born in Ethiopia, were part of the famous mission "Operation Moses," which airlifted Ethiopian Jews out of Sudan in 1984. Ester Rada was born a year later in her family's new home in Kiryat Arba, an Israeli city in the West Bank. Struggling to find her place in Israel's melting pot culture, Rada turned to music and singing as a refuge. After finishing her service in Israel's Defense Forces, where she was a singer in a military band, Rada moved to Tel Aviv to begin her music career.

In 2013, Rada released her four-song EP called "Life Happens", produced by Israeli producers Kuti (*Kutiman/Thru-You*) and Sabbo (*Soullico*). The record was a mixture of Middle Eastern soul and Ethio Jazz, sung in English and Amharic, which reflected both her heritage and the modern day music culture in Israel. The EP received major attention world-wide: her video "Life Happens" aired on MTV in France, East Europe and on VH1 in the UK. Rada has toured the US performing to huge acclaim at SXSW and other venues, Canada and Europe and performed at last year's Glastonbury Festival. Her new album is expected to further increase her popularity and consideration as one of the world's leading Israeli artists.

Rada's unique story as well as the American soul and jazz influences in her music are one of the many reasons the Consulate of Israel to the Mid-Atlantic Region, based in Philadelphia, ensured she would make Philadelphia a stop on her tour. "Ester Rada is a strong example of the remarkable music and artists rising from Israel's multi-cultural community," said Consul General Yaron Sideman. "In Philadelphia, a city that embraces its many diverse cultures and immigrant communities, Ester's unique sound and artistic story-telling is especially captivating. Her concert is just of the many artistic exchanges taking place between Philadelphia and Israel. We look forward to her contribution to Philadelphia's Jazz Appreciation Month."



Consulate General of Israel
MID-ATLANTIC REGION

Scranton- Area Businesses to Meet with Israeli Defense Corporation to Pursue Potential Partnerships

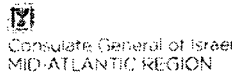
Conference designed to encourage strategic partnerships between U.S. and Israeli defense-oriented companies

Philadelphia, PA – On Wednesday, April 29th, three Scranton-area companies, the Northeastern Pennsylvania Industrial Resource Center (NEPIRC), Lockheed Martin and Nammo Pocal Inc., will travel to Temple University's Center City Campus in Philadelphia for the Israeli Defense and Security Conference. The event, which is co-hosted by the Consulate General of Israel, Pennsylvania Department of Community and Economic Development (DCED), and Philadelphia-Israel Chamber of Commerce (PICC), is designed to encourage strategic partnerships between U.S. and Israeli defense-oriented companies. This conference is part of a larger initiative of SIBAT, the international collaboration arm of the Israeli Ministry of Defense, to facilitate and encourage such partnerships between Israeli and U.S. companies at the state level.

Government and business representatives from both the Philadelphia region and Israel will be present at the conference. Ori Bar Chaim, the Europe and North America Director for the Israeli Ministry of Defense (MOD), along MOD representatives Merav Dar (regional) and Lihi Ralph (DC) will be on hand to discuss SIBAT initiatives and meet one-on-one with US companies. Twelve Israeli companies, representing industries such as cyber security, defense logistics and transportation, are attending to network with local companies.

The Consul General of Israel to the Mid-Atlantic Region, Yaron Sideman, will open the conference along with Deputy Mayor Alan Greenberger, Lt. Gov Stack's Chief of staff Matthey Franchak and Temple Associate Vice Provost Steve Nappi. Pennsylvania government officials from the DCED, State Police, SEPTA and the PA National Guard will have a chance to present opportunities for partnership with Israel.

"We look forward to meeting directly with local businesses and heads of state defense/security forces on this visit," stated Ori Bar Chaim, Director Europe & North America department. "SIBAT is responsible for identifying opportunities for potential business-to-business areas of mutual interest and industrial collaboration between Israel and Pennsylvania. The best way for Israeli defense and security to enter the US market is through exploring joint ventures and strategic partnerships with US companies. There is a great deal of opportunities in Pennsylvania and we look forward to seeing them come to fruition."



U.S. – Israel Joint Venture Fund to Host Funding Seminar for Local Innovators

*Foundation provides grants to US companies who are currently
or interested in partnerships with Israeli Innovators*

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(Philadelphia, PA, April 16) - On April 20th, the U.S.-Israel Binational Industrial R&D Foundation (BIRD), Philadelphia-Israel Chamber of Commerce (PICC), the Consulate General of Israel to the Mid-Atlantic Region, and University Science Center in Philadelphia will host a BIRD Foundation Funding Seminar. The focus of this seminar is to introduce businesses throughout the region that are currently conducting R&D with Israel or are interested in partnering with Israeli innovators to the BIRD foundation and their funding opportunities. **Andrea Yonah**, the East Coast Representative of the foundation will provide remarks along with a successful BIRD recipient **Mark W. LeChevallier, Ph.D., Director, Innovation & Environmental Stewardship at American Water**. 30 local companies from diverse business sectors have signed up to attend.

The BIRD Foundation encourages cooperation between Israeli and American companies by annually awarding between 20 and 30 grants of up to \$1 million per project to jointly develop disruptive products or technologies. During its 37 years, the BIRD Foundation has invested in close to 900 projects, which have yielded direct and indirect revenues of about \$10 billion. Qualifying business partnerships focus their business activities in areas such as life science, clean-tech & energy, healthcare IT, cyber and homeland security and more.

"The BIRD Foundation provides business friendly funding opportunities for Israeli-American jointly developed disruptive technologies. Locally awarded BIRD grants create innovative local jobs, increase our region's competitiveness, foster economic growth, and ultimately attract Israeli innovators to consider opening their U.S. operations in the Greater Philadelphia region," remarked Vered Nohi-Becker, Executive Director of the Philadelphia-Israel Chamber of Commerce and the BIRD Foundation Representative in PA and DE. "BIRD grants strengthen the commercial and research ties between Israel and the U.S.," she added.

In 2014, grants were awarded to ANP, Newark, Delaware and Arkema, King of Prussia, Pennsylvania, both to work on water technology projects. Annually, BIRD has two grant cycles and BIRD Energy one. In the recent March BIRD Foundation's executive summary deadline, four regional local companies applied.



Consulate General of Israel
MID-ATLANTIC REGION

**5th Global Forum for Combating Anti-Semitism to take place May 12-15 in
Jerusalem**

Live streaming video will be available

The **Global Forum for Combating Anti-Semitism (GFC)** is the premier biennial gathering for assessing the state of Anti-Semitism globally, and formulating effective forms of societal and governmental response. The GFC is an active coalition of public figures, political leaders, heads of civil society, clergy, journalists, diplomats, educators and concerned citizens dedicated to the advance of tolerance towards the other in public life and the defeat of Anti-Semitism and other forms of racial and ethnic hatred. The Forum serves as an important meeting place for exchange of knowledge and for formulating the global work plan for combating Anti-Semitism.

The forum opens on Tuesday May 12 with speeches from Prime Minister of Israel Benjamin Netanyahu, Heiko Maas, Federal Minister of Justice from Germany and Anne Hidalgo, Mayor of Paris, France among others. The conference will continue for two more days with panels and work groups featuring leading politicians, scholars and diplomats from around the world. A consortium of leaders from the international Muslim community will also be in attendance to participate in the conference and to host a panel titled: Faith as a Resource for Tolerance: Muslim Leaders in Europe on Combating Anti-Semitism and Extremism and Promoting Inter-Communal Dialogue.

The Global Forum this year will focus on two main themes:

The Oldest Hatred in the Newest Vessels: Confronting Anti-Semitism and Hate Speech on the Internet and in Social Media

The information highway has proven an unprecedented tool for accessibility to knowledge, and the advance of free expression and global interconnectedness; but it also presents unique challenges to human dignity - in the form of unfiltered cyberhate, both antisemitic and other forms of severe hate speech, delivered ubiquitously to every multimedia device. How can we increase the decency of the web without harming its essential freedom?

The Rise of Antisemitism in Europe's Cities Today: Means of Response

The summer of 2014 saw an eruption of mass anti-Jewish protests and attacks in major European capitals not seen in decades. Many Jews today feel limited in their freedom to identify openly as Jews in their manner of dress or political expression. In parts of Europe, Jewish religious practice is under legislative attack, and the return of Jihadi fighters with EU



Consulate General of Israel
MID-ATLANTIC REGION

Drexel University Hit with Anti-Semitic Act as World Leaders Gather in the Jerusalem to Combat the Issue

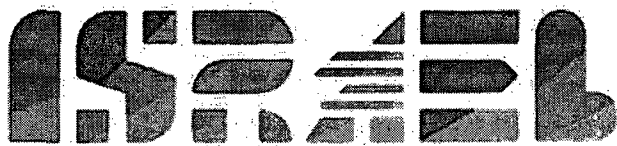
Act at Philadelphia campus similar to events occurring frequently across the world

On Wednesday, May 15, a student at Drexel University came back to their dorm room to find the word Jew spelled out above a swastika duct taped on a wall next to where the student proudly hangs his flag of Israel. The University was quick to admonish the event; within hours, President John Fry had sent an email to the student body condemning the act and encouraging students and faculty to support diversity of all kinds and foster respect for others. The attack is currently under investigation by Drexel University Police.

The event is just one of many public displays of anti-Semitism that is of concern from communities across the world. Due to these events, politicians and public leaders across the world descended on Jerusalem, Israel for the 5th Global Forum for Combating Anti-Semitism. The forum is made up of an active coalition of public figures, political leaders, heads of civil society, clergy, journalists, diplomats, educators and concerned citizens dedicated to the advance of tolerance towards the other in public life and the defeat of Anti-Semitism and other forms of racial and ethnic hatred. A consortium of leaders from the international Muslim community is currently in attendance to participate in and host a panel titled: Faith as a Resource for Tolerance: Muslim Leaders in Europe on Combating Anti-Semitism and Extremism and Promoting Inter-Communal Dialogue.

"We are deeply troubled by the recent anti-Semitic act at Drexel University and fully support President Fry's commitment to supporting tolerance and diversity," said Yaron Sideman, Consul General of Israel to the Mid-Atlantic region. "Muslim, Christian and Jewish leaders are currently gathered in Israel to come up with solutions in response to a recent surge of religious intolerance that is occurring across the world. It is important for us here in Philadelphia to recognize the dangers of not addressing these issues directly, and to work as partners in the promotion of peace and tolerance across all communities."

The forum opened on Tuesday May 12 with a powerful speech from Prime Minister of Israel Benjamin Netanyahu. In his remarks, he thanked those in attendance for their efforts in combatting anti-Semitism in their native countries, but also warned of the rise of anti-Israel rhetoric in Europe. He noted that the much of the more recent acts, like the one at Drexel, comes less from historic religious attitudes and more from hatred of the Jewish state. "Now, contemporary anti-Semitism doesn't just slander, vilify and target the Jewish people," said



Consulate General of Israel
MID-ATLANTIC REGION

**TEVA Pharmaceuticals Hosts Gay Israeli Diplomat for Live World Broadcast of
LGBT Rights in the Workplace**

*Deputy Consul General of Israel Elad Strohmayer gave a presentation titled "Confessions of a
Gay Diplomat"*

North Wales, PA- On Friday, May 15th, the Pride Network of Teva Pharmaceuticals hosted Deputy Consul General of Israel Elad Strohmayer for a presentation and discussion on LGBT employee rights in the workplace. The presentation, titled "Confessions of a Gay Diplomat" was broadcast live to Teva employees across the world from the company's North Wales headquarters.

Strohmayer, who has held his position at the Israeli Consulate headquartered in Philadelphia since August 2012, has quickly become known as leading gay rights adviser. He is highly sought after for speeches and appearances across the Mid-Atlantic region to discuss his experiences and the role of LGBT individuals in Israeli culture and society. In August 2014, he won a gold medal for sailing at the International Gay Games in Ohio. In January of this year, he was married to his partner Oren Ben-Yosef by Mayor Michael Nutter of Philadelphia in a highly publicized ceremony at City Hall.

"I was honored to have been invited by Teva to present the work of the Consulate of Israel to the Mid-Atlantic Region and to talk about gay rights in Israel," said Strohmayer. "Teva is an inclusive company that has always been committed to making sure that all employees, including LGBT, feel comfortable at their work place. As an Israeli company that operates across the world, Teva's commitment to furthering workplace equality is truly commendable"

Strohmayer's presentation touched on personal experiences, the evolution of gay rights in Israel and concluded with advice about the importance of speaking up and being a role model in the workplace and beyond. His presentation at the North Wales location was broadcast live to all Teva employees and locations in Israel, North America, Europe and South America.

"As part of Teva's commitment to inclusion and diversity, we are working to build an environment that values and celebrates the individual," said Tina Gilbert, Teva's Director of Inclusion and Diversity. "We have established a series of Employee Resource Groups (ERG's) across our North America organization through which we provide opportunities for full self-expression and the open exchange of ideas that increase awareness and lead to a better educated, engaged and productive workforce."



Consulate General of Israel
MID-ATLANTIC REGION

Experts Release Special Report to Examine Israel's Conduct in the 2014 Gaza Conflict in Advance of UNHRC Commission of Inquiry

"The 2014 Gaza Conflict: Factual and Legal Aspects," was prepared by top experts in Israel's Foreign Ministry, Ministry of Justice, National Security Council and the IDF

On Sunday 14 June 2015 Prime Minister Benjamin Netanyahu was presented with the recently completed special report, "The 2014 Gaza Conflict: Factual and Legal Aspects," prepared by top experts in Israel's Foreign Ministry, Ministry of Justice, National Security Council and the IDF. The purpose of the detailed report was to expose the truth of last summer's events and how a democratic state fights terrorism according to the rules of international law.

On Monday, June 22nd 2015, an independent United Nations commission of inquiry on Monday released its report on Operation Protective Edge. The report found that both Israel and Palestinian militant groups may have committed war crimes during the conflict last summer, and called the devastation caused in the Palestinian territory "unprecedented." The members of the commission, which was appointed by the UN Human Rights Council, hinted in their report that the upper levels of the Israeli political echelon were responsible for the policies that led to some of these war crimes.

As was done in the previous conflicts, and along with the commitment of the government of Israel to transparency, the report was compiled in order to assist with reaching an informed understanding of the reasons for the summer 2014 conflict and the actions of the parties thereto. In doing so, the report constitutes an important document for those wishing to know more about the hostilities. It also constitutes further reading for those who wish to better understand the challenges facing a state committed to the rule of law which is compelled to bring military actions against a non-state actor that repeatedly violated and manipulated the laws of armed conflict.

The report includes Israel's legal positions with regards to certain aspects of the hostilities and addresses some of the most complex and unique challenges in contemporary armed conflicts, which are characterized by the asymmetry between the parties' commitment to the Law of Armed Conflict.

Israel's Commitment to International Law

The State of Israel is fully committed to the rules of international law. Israel's obligation stems from the fact that Israel is a democracy and its own moral values demand that it operates in accordance with international law.

The report prepared by Israeli experts demonstrates that the actions carried out by Israel during the conflict were in accordance with international law, in particular with the principle of proportionality. Proportionality is a specific legal concept that categorically does not mean a

Israel's report and supplemental documents can be found in the following [website](#)



 Consulate General of Israel
MID-ATLANTIC REGION



Honorary Consul
of the Federal Republic of Germany
Philadelphia

****MEDIA ALERT – Thursday June 24th Event****

**Philadelphia's Honorary Consulate of Germany and the Consul General of Israel to
Celebrate 50 Years of Diplomatic Relations**

*Ceremony and Celebration held in partnership with Action Reconciliation Service for Peace and the
American Jewish Coalition*

WHAT:

This week marks the 50th anniversary of German-Israeli relations. The relationship, set up in the shadow of the Holocaust, was official established in 1965. Israel and Germany now maintain a modern, unique relationship based on shared beliefs, Western values and a combination of historical perspectives.

The occasion will be marked by formal celebrations in both Israel and Germany, as well as in consulates and embassies across the United States. The goal of the program in Philadelphia twofold: to send a message of hope by highlighting the positive example of bridge-building between Germany and Israel, focusing on the role of individuals and to contribute to mutual understanding and dialogue between Germans, Americans and Israelis, Jews and Non-Jews, and bolster the relationship between the three countries.

WHO:

The program is organized by Action Reconciliation Service for Peace (ARSP) and Germany Close Up-American Jews Meet Modern Germany (GCU), in partnership with the Consulate of Israel to the Mid-Atlantic Region and the Honorary Consul of the Federal Republic of Germany in Philadelphia.

Morton J. Simon, Chairman of the AJC Philadelphia/Southern New Jersey, will open the event followed by remarks from Deputy Consul General of Israel **Elad Strohmayer** and **Ralf Wiedemann**, Honorary Consul of Germany. A panel discussion about the future of Israeli-German relations will follow. Panelists include:

- **Elad Strohmayer**, Deputy Consul General of Israel
- **Marcia Bronstein**, Director, AJC Philadelphia/Southern New Jersey
- **Hadas Cohen**, Israeli Political Scientist, Author and Germany Close Up Alumna
- **Katharina von Münster**, former Israel Program Director, Action Reconciliation Service for Peace

WHEN:

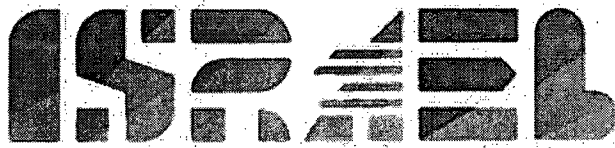
Wednesday, June 24, 2015

TIME:

6-7:30 PM

WHERE:

Montgomery McCracken Walker & Rhoads LLP
123 S. Broad Street, Philadelphia, PA 19109



Consulate General of Israel
MID-ATLANTIC REGION

FOR IMMEDIATE RELEASE

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**Chief Scientist of Israel to lead an Israeli Business Delegation for the
Philadelphia BIO Convention**

20 Israeli Companies will attend the convention to foster global business to business ties

Philadelphia, PA- Israel's Chief Scientist of the Ministry of Economy, Avi Hasson, will lead a delegation of 20 Israeli life science companies that are participating in the **International BIO Conference** taking place at the **Convention Center in Philadelphia from June 15th-18th**. The Israeli companies will join over 4,000 other companies from around the world who are meeting in Philadelphia to establish strategic partnerships, to find and pitch investors, and to investigate potential M&A activity.

The companies joining the delegation have been selected by the Ministry of Economy and the Chief Scientist due to their great potential to solve world health problems like the identification of cancerous tumors, innovative drug delivery, immunology and oncology, neurological disorders and neurodegenerative diseases, autoimmune disorders, universal influenza vaccines, obesity and chronic dermatological diseases.

Israel's participation in the BIO Conference underscores its prominent position at the forefront of global technology in the Life Science sector, and it's commitment to fostering global business to business ties.

The Office of the Chief Scientist is the prime government entity in Israel in charge of the execution of policy for support of industrial R&D. The goal of the OCS is to assist in the development of technology in Israel as a means of fostering economic growth, encouraging technological innovation and entrepreneurship, leveraging Israel's scientific potential, enhancing the knowledge base of industry in Israel, stimulating high value-added R&D and encouraging R&D collaboration both nationally and internationally. A variety of ongoing support programs developed and offered by the OCS play a major role in enabling Israel to be a key center for high tech entrepreneurship.



Consulate General of Israel
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Six Israeli Space Professionals to Participate in the 2015 International Space Studies Program in Athens, Ohio

Israel will host the 2016 program at the Technion Institute in Haifa

Athens, OH— Seven highly-talented Israeli aerospace professionals are currently attending the International Space University's (ISU) 2015 International Space Studies Program, hosted this year at Ohio University in Athens, Ohio. Next year's program will be hosted at the Technion Institute in Haifa. From June 8- August 7, 2015, the future leaders of the global space community will join with leading space professionals to participate in hands-on workshops, lectures and team projects.

The ISU serves to provide graduate-level training to the future leaders of the emerging global space community. This 28th Space Studies Program (SSP) is a nine-week program, in partnership with the NASA Glenn Research Center, which covers principal space related fields, both non-technical and technical, and ranges from policy and law, business and management and humanities to life sciences, engineering, physical sciences and space applications. The shared experience of an international, interactive working environment has become an ideal networking forum leading to the creation of an extensive, international, and multidisciplinary global professional network.

Israel's Ministry of Science, Technology and Space selects top Israeli graduate students to represent Israel at the ISU program each year through the Ilan Ramon Scholarship. Ilan Ramon was the first Israeli astronaut, the payload specialist of the space shuttle Columbia, in which he and six other crew members were killed during re-entry. The scholarships serve to promote the goals of Israel's space programs by supporting students who display personal and social excellence and leadership.

The six Israeli space professionals are eager to meet with and address the Jewish and non-Jewish community of Ohio during their visit and will be available to speak publicly about the Israeli space program, how they came to be involved in this exciting and trailblazing industry and their hopes for the future. Due to their study schedules, they will be only available for community events on Sundays during this time. To arrange for a visit, please call or write Tali Efraty, Director of Public and Academic Affairs (267-479-5812).

For more information on ISU's Space Studies Program 2015, please visit: <http://ssp15.isunet.edu/>

For more information on the Ilan Ramon Foundation, please visit <http://www.ramonfoundation.org.il/>